

CONTRACT

WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Strategic Media Placement.
7669 Stagers Loop
Delaware, OH 43015

Contract / Revision 824437 /		Alt Order #
Product ISSUE 2		
Contract Dates 09/24/12 - 10/07/12		Estimate # 2724
Advertiser Protect Your Vote Ohio		Original Date / Revision 09/21/12 / 09/21/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	09/30/12	10/07/12	CBS Sunday Morning	9-1030a		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-----S				1	\$2,000.00			
	Week:	10/01/12	10/07/12	-----S				1	\$2,000.00			
N 2	WOIO	09/24/12	10/05/12	Action News at 5p	5-6p		:30			NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$1,500.00			
	Week:	10/01/12	10/07/12	MTWTF--				5	\$1,500.00			
N 3	WOIO	09/24/12	10/05/12	M-F 7-730p	7-730p		:30			NM	10	\$45,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$4,500.00			
	Week:	10/01/12	10/07/12	MTWTF--				5	\$4,500.00			
N 4	WOIO	10/01/12	10/05/12	Action News at 11p	11-1135p		:30			NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	M-WTF--				4	\$3,000.00			
N 5	WOIO	09/30/12	10/07/12	Lt Su Action News at 11p	11p-2a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-----S				1	\$750.00			
	Week:	10/01/12	10/07/12	-----S				1	\$750.00			
N 6	WOIO	09/24/12	09/27/12	Action News at 11p	11-1135p		:30			NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	M-WT---				3	\$3,000.00			
Totals											31	\$86,500.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	15	\$41,750.00	\$35,487.50
10/01/12 - 10/07/12	16	\$44,750.00	\$38,037.50
Totals	31	\$86,500.00	\$73,525.00

Signature: _____

Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



PROTECT YOUR VOTE OHIO

824451

Revision #: 0 Date: 9/21/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2724
 Media: TV Description: OH PROTECT YOUR VOTE 2012
 Product: ISSUE 2 Flight Start Date: 9/24/12 5:00:00 AM
 Market: Cleveland Flight End Date: 10/7/12 4:59:00 AM

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Mon 9/24	Tue 9/25	Wed 9/26	Thu 9/27	Fri 9/28	Sat 9/29	Sun 9/30	Mon 10/1	Tue 10/2	Wed 10/3	Thu 10/4	Fri 10/5	Sat 10/6	Sun 10/7	Total Spots
WOIO-TV																				
43	Su 9:00a-10:30a SUNDAY MRN-CBS	WK	\$2,000.00	\$1,700.00	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1	2
44	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$1,500.00	\$1,275.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
45	MTuWThF 7:00p-7:30p WHEEL	PA	\$4,500.00	\$3,825.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
46	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$3,000.00	\$2,550.00	30	1	0	1	1	0	0	0	1	0	1	1	1	0	0	7
47	Su 11:00p-12:05a NEWS	LN	\$750.00	\$637.50	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1	2
Total Spots:						3	2	3	3	2	0	2	3	2	3	3	3	0	2	31
Total Cost:			\$86,500.00	\$73,525.00																
Total																				
SEP 12			\$41,750.00	\$35,487.50																15
OCT 12			\$44,750.00	\$38,037.50																16

Disclaimer:

Signature: _____



Summary by Station/System

Date: 9/21/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2724
Media: TV Description: OH PROTECT YOUR VOTE 2012
Product: ISSUE 2 Flight Start Date: 9/24/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/7/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	31	\$86,500.00	100%	\$73,525.00	100%
Market Total:	31	\$86,500.00		\$73,525.00	